

CAPTURING AND PRESENTING SITE VISITATION PATH

DATA

Abstract of the Disclosure

[0133] Node sequence data, such as website visitation records, are filtered, analyzed, and summarized in reports. An administrator can designate particular target paths of interest in terms of a checkpoint node sequence. Node sequences are filtered based on the checkpoint node sequence, without regard to any additional or tangential nodes appearing in the sequences. In addition, node sequences can be specified in terms of specific nodes of interest along with wild cards. Reports depict the relative frequency of occurrence of node sequences using visual indicators such as line thickness and/or color.